

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-18. (canceled)

19. (new) A process for printing on a substrate, comprising the steps of:
moving the substrate through at least one printing unit and printing a static or unchanging image onto the substrate in the at least one printing unit, and
moving the substrate through at least one printing device installed inline with the at least one printing unit and individualizing the static or unchanging image by adding at least one dynamic or changing image in the at least one printing device.

20. (new) The process of claim 19, wherein at least the functionality "color" is printed in the at least one printing unit used to print the static or unchanging image.

21. (new) The process of claim 19, wherein at least one functionality different from the functionality "color" is printed in the at least one printing device used to print the dynamic or changing image.

22. (new) The process of claim 21, wherein the functionality different from the functionality "color" includes individual text data and/or image data.

23. (new) The process of claim 22, wherein the functionality different from the functionality "color" also includes individual logistics data in addition to the individual text data and/or image data.

24. (new) The process of claim 21, wherein the functionality different from the functionality "color" includes fragrances.

25. The process of claim 21, wherein the functionality different from the functionality "color" includes varnishes.

26. (new) The process of claim 21, wherein the functionality different from the functionality "color" includes electrical conductors.

27. (new) The process of claim 21, wherein the functionality different from the functionality "color" includes semiconductor circuits.

28. (new) The process of claim 19, wherein the at least one printing unit for printing the static or unchanging image includes one of an offset printing unit, a gravure printing unit, or a flexographic printing unit.

29. (new) The process of claim 19, wherein the at least one printing device for printing the dynamic or changing image includes an ink-jet printing device.

30. (new) The process of claim 19, further comprising the step of manually or automatically controlling the at least one printing unit used to print the static or unchanging image and the at least one printing device used to print the dynamic or changing image by an open-loop or closed-loop control unit to guarantee an integrated data flow.

31. (new) The process of claim 19, wherein the pressrun of the static or unchanging image is longer than the pressrun of each the at least one dynamic or changing image added inline to the static or unchanging image.

32. (new) A device for printing on a substrate, the device comprising:
at least one printing unit for printing a static or unchanging image on the substrate, and
at least one printing device, installed inline with the at least one printing unit, for individualizing the static image by adding at least one dynamic or changing image to the substrate.

33. (new) The device of claim 32, wherein the at least one printing unit used

to print the static or unchanging image is one of an offset printing unit, a gravure printing unit, or a flexographic printing unit.

34. (new) The device of claim 32, wherein the at least one printing device used to print the at least one dynamic or changing image is an ink-jet printing device.

35. (new) The device of claim 32, wherein the at least one printing device used to print at least one the dynamic or changing image is based on the principle of electrophotography, magnetography, electrocoagulation, or ionography.

36. (new) The device of claim 32, further comprising an open-loop or closed-loop control unit, which manually or automatically controls the at least one printing unit used to print the static or unchanging image and the at least one printing device used to print the at least one dynamic or changing image to guarantee an integrated data flow.